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In the Claims:

Claims 1-23 (Cancelled)

24. (Currently amended) A rotatable label system comprising:
~~an outer label having first and second edges, front and back surfaces, and a transparent region for viewing underlying indicia;~~
~~temporary a first adhesive disposed adjacent to the first edge on the back surface for temporarily adhering coupling the first edge outer label to a container or an inner label while the outer label is wrapped about the container; and~~
~~permanent a second adhesive disposed adjacent to the second edge on the back surface for permanently securing the second edge on the back surface to the first edge on the front surface, the removal of the first adhesive allowing the secured outer label to rotate about the container.~~

25. (Currently amended) The rotatable label system of claim 24 wherein the outer label has a slip agent disposed on at least a portion of the back surface to limit the ability of the outer label to adhere to a portion of an outer surface of the container or a portion of an outer surface of an inner label.

26. (Currently amended) The rotatable label of claim 24 wherein the ~~temporary~~ first adhesive has a viscosity of about 278 cP at 250°F/27/100 rpm.

27. (Withdrawn) A label for application to an object, comprising:

- a shell having front and rear surfaces; and
- a release tab releasably attached to the shell, the release tab having a rear surface;

a first adhesive disposed on the release tab rear surface for coupling the release tab to the object while the shell is wrapped around the object; and

a second adhesive for adhering an end portion of the shell rear surface to a corresponding end portion of the shell front surface adjacent to the release tab after the shell has been wrapped about the object such that the shell is secured about the object.

28. (Withdrawn) A label according to claim 27 wherein the shell further comprises a transparent portion.

29. (Withdrawn) A label according to claim 27 wherein the release tab is releasably attached to the shell by a perforated attachment.

30. (Withdrawn) A label according to claim 27 wherein the shell front surface has written indicia disposed thereon.

31. (Withdrawn) A label according to claim 27 further comprising a liner adhered to the shell and to the release tab.

32. (Currently amended) A rotatable label system comprising:
an inner label having indicia disposed thereon, the inner label configured to be affixed about an object;

a outer label having first and second edges, front and back surfaces, and a transparent region for viewing underlying indicia;

~~temporary a first adhesive disposed adjacent to the first edge on the back on a front surface of the inner label for temporarily adhering the outer label to the first edge to a container outer surface or an inner label outer front surface while the outer label is wrapped about the inner label; and~~

~~temporary a second adhesive disposed adjacent to the second edge on the back surface of the outer label for temporarily securing the second edge of the back surface adjacent to the first edge on the front surface of the outer label so that the label may be easily removed from about the container, the removal of the first adhesive allowing the outer label to rotate about the inner label.~~

33. (Currently amended) The rotatable label system of claim 32 wherein written indicia is disposed on the ~~front surface~~ the inner label and the outer label.

34. (Currently amended) The rotatable label system of claim 32 wherein written indicia is disposed on the ~~back surface~~ the first adhesive comprises at least one dot of adhesive.

35. (Currently amended) The rotatable label system of claim 32 wherein the label further comprises a transparent portion further comprising a slip agent disposed between the inner label and the outer label.

Claims 36-38 (Cancelled)

39. (Currently amended) The rotating label system of claim 24 wherein the temporary second adhesive is an electrostatic charge comprises a permanent adhesive for permanently securing the outer label to itself.

40. (Currently amended) The rotating label system of claim 24 wherein the temporary second adhesive is a wetting agent comprises a temporary adhesive for temporarily securing the outer label to itself, the outer label being easily removed from about the container.

41. (Currently amended) The rotating label system of claim 24 40 wherein the wetting agent is water first adhesive comprises at least one dot of adhesive.

42. (Currently amended) The rotatable label system of claim 24 wherein the temporary first adhesive is comprises a heat activated adhesive.

43. (Currently amended) The rotatable label system of claim 24 32 wherein the temporary second adhesive is pressure comprises heat activated adhesive.

44. (Currently amended) The rotatable label system of claim 24 wherein the permanent second adhesive is comprises a heat activated adhesive.

45. (Currently amended) The rotatable label of claim 32 wherein the temporary first adhesive is comprises a heat activated adhesive.

46. (Currently amended) A rotatable label system comprising:
a container;

an outer label having first and second edges, front and back surfaces, and a transparent region;

a first temporary adhesive for temporarily adhering the first edge the outer label to a the container or an inner label affixed about the container; and

a second permanent adhesive disposed adjacent to the second edge on the back surface for permanently securing the second edge on the back surface to the first edge on the front surface, the removal of the first adhesive allowing the outer label to rotate about the container.

47. (Currently amended) The rotatable label system of claim 46 wherein the temporary first adhesive is applied to a front surface of the container ~~or the inner label~~.

48. (Currently amended) The rotatable label system of claim 46 wherein the temporary first adhesive is comprises a heat activated adhesive.

49. (New) The rotatable label system of claim 46 wherein the first adhesive is applied to the back surface of the outer label.

50. (New) The rotatable label system of claim 46 further comprising a slip agent disposed between the outer label and the container or inner label.

51. (New) The rotatable label system of claim 46 wherein the first adhesive is applied to a front surface of the inner label.